

IN THE CLAIMS:

The text of all pending claims, including withdrawn claims is set forth below. Canceled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), or (previously presented). Please ADD new claim 23 in accordance with the following:

1. (previously presented) An information searching apparatus for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

a database for storing location information which is about prescribed content information that exists on the network and is unpublished on the network; and

a searching unit searching for the location information by referring to the database only when searching for the location based on a keyword that is transmitted from a user's terminal apparatus browsing a specific web page containing a search keyword input field to which the keyword is input and is input in the search keyword input field.

2. (original) The information searching apparatus as set forth in claim 1,

wherein the content information whose location information is unpublished is award entry information.

3. (original) The information searching apparatus as set forth in claim 2,

wherein the web page contains a keyword with which the location information of the award entry information is obtained as a search result of said searching unit.

4. (original) The information searching apparatus as set forth in claim 3,

wherein when a plurality of records of the location information are obtained as the search result corresponding to the keyword, said searching unit outputs rankings corresponding to the correlation of content information represented by the location information and the keyword, and

wherein the award entry information is highly correlated with the keyword contained in the web page.

5. (original) The information searching apparatus as set forth in claim 4,

wherein the award entry information contains an input field in which the keyword

is input and is described in HTML (HyperText Markup Language), and
wherein the award entry information is highly correlated with the keyword
contained in the web page in such a manner that the keyword is contained in a portion defined in
a META tag described in HTML.

6. (original) The information searching apparatus as set forth in claim 2,
wherein the web page contains an award entry keyword,
wherein the award entry information is a web page containing an award keyword
input field in which the entry keyword is input, and
wherein the apparatus further comprises
determining unit determining whether or not the award entry has been performed
by inputting the entry keyword in the entry keyword input field.

7. (original) The information searching apparatus as set forth in claim 3, further
comprising

a search entry summing unit summing the number of entries for each keyword
that have been input in the search keyword input field and searched by said searching unit.

8. (previously presented) An information server, connected to a network, for transmitting
stored information to the network, comprising:

a search keyword input page transmitting unit transmitting a web page to a user's
terminal apparatus, the web page containing a search keyword input field in which a keyword is
input, the keyword causing an information searching apparatus to search for location information
representing the location of content information on the network where information exists
containing a keyword transmitted from the user's terminal apparatus, based on the keyword; and

a location unpublished information transmitting unit transmitting unpublished
location information, the location on the network of which is unpublished the location information
representing which the information searching apparatus can search for only by inputting a
keyword to search the keyword input field of the web page browsed on the user's terminal
apparatus, to the user's terminal apparatus in response to a request issued by the user's
terminal apparatus.

9. (original) The information server as set forth in claim 8,
wherein the content information whose location is unpublished is award entry

information,

wherein an award entry keyword appears on the web page,

wherein the content information transmitted from said location unpublished information transmitting unit contains a web page containing an entry keyword input field in which the entry keyword is input, and

wherein the information server further comprises

an accepting unit determining whether or not an award entry keyword that has been input in the entry keyword input field is the same as a search keyword that has appeared on a web page containing a search keyword input field and accepting an award entry when they are the same when the award entry is transmitted from the user's terminal apparatus through the network.

10. (original) The information server as set forth in claim 9,

wherein said keyword input page transmitting unit changes the entry keyword whenever said keyword input page transmitting unit transmits a web page containing the search keyword input field.

11. (previously presented) A user's terminal apparatus, connected to a network, comprising:

a web page browsing unit browsing a web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search location information representing the location of content information the location on the network where information exists containing a keyword transmitted from the user's terminal apparatus and on which the location information of content information, the locations on the network is unpublished, can be searched for, only based on a keyword input to the search key input field; and

a search keyword transmitting unit transmitting the keyword, that has been input in the search keyword input field, to the information searching apparatus.

12. (original) The user's terminal apparatus as set forth in claim 11,

wherein the content information whose location is unpublished is award entry information,

wherein an award entry keyword appears on the web page, and

wherein the user's terminal apparatus further comprises:

an entry keyword transmitting unit transmitting the keyword that has been input in the entry keyword input field to the network.

13. (original) An information searching apparatus for searching location information that represents the location of content information which is concerned with a keyword transmitted from a user's terminal apparatus, comprising:

storing means for storing location information which is about prescribed content information that exists on the network and is unpublished on the network; and

searching means for searching for the location information by referring to the database only when searching for the location based on a keyword that is transmitted from a user's terminal apparatus browsing a specific web page containing a search keyword input field to which the keyword is input and is input in the search keyword input field.

14. (previously presented) An information server, connected to a network, for transmitting stored information to the network, comprising:

search keyword input page transmitting means for transmitting a web page to a user's terminal apparatus, the web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search location information representing the location of content information on the network where information exists containing a keyword transmitted from the user's terminal apparatus, based on the keyword; and

location unpublished information transmitting means for transmitting unpublished location information, the location on the network of which is unpublished the location information representing which the information searching apparatus can search for only by inputting a keyword to search the keyword input field of the web page browsed on the user's terminal apparatus, to the user's terminal apparatus in response to a request issued by the user's terminal apparatus.

15. (previously presented) A user's terminal apparatus, connected to a network, comprising:

web page browsing means for browsing a web page containing a search keyword input field in which a keyword is input, the keyword causing an information searching apparatus to search location information representing the location of content information the location on the network where information exists containing a keyword transmitted from the user's terminal

apparatus and on which the location information of content information, the locations on the network is unpublished, can be searched for, only based on a keyword input to the search key input field; and

search keyword transmitting means for transmitting the keyword that has been input in the search keyword input field to the information searching apparatus.

16. (previously presented) An information searching method for searching location information that represents the location of content information on a network where exists information containing a keyword transmitted from a user's terminal apparatus, comprising:

obtaining a keyword that is transmitted from the user's terminal apparatus browsing a specific web page containing a search keyword input field to which the keyword is input; and

making a search by referring to a database storing location information which is about prescribed content information that exists on the network and is unpublished on the network, only when searching for the location information, based on the keyword input to the search keyword input field.

17. (previously presented) A computer readable storing medium for storing an information searching program that causes a computer to perform a control operation for searching location information that represents the location of content information on a network where exists information containing a keyword transmitted from a user's terminal apparatus, the information searching program comprising:

obtaining a keyword that is transmitted from the user's terminal apparatus browsing a specific web page containing a search keyword input field to which the keyword is input; and

making a search by referring to a database storing location information which is about prescribed content information that exists on the network and is unpublished on the network, only when searching for the location information, based on the keyword input to the search keyword input field

18. (previously presented) A computer data signal embodied in a carrier wave and representing an information searching program that causes a computer to perform a controlling operation for searching location information that represents the location of content information on a network where exists information containing a keyword transmitted from a user's terminal apparatus, the information searching program comprising:

obtaining a keyword that is transmitted from the user's terminal apparatus browsing a specific web page containing a search keyword input field to which the keyword is input; and

making a search by referring to a database storing location information which is about prescribed content information that exists on the network and is unpublished on the network, only when searching for the location information, based on the keyword input to the search keyword input field.

19. (previously presented) An information searching apparatus for searching for location information that represents location on a network where information containing a keyword transmitted from a user's terminal apparatus, based on the keyword, comprising:

a regular search service index database storing a keyword contained in content information that is published on the network, in connection with location information representing location on the network where the published content information exists;

a promotion index database storing a keyword contained in content information, the location on the network of which is unpublished, in connection with location information representing the location on the network where the unpublished content information exists; and

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a searching unit searching for the location information referring to the regular search service index database and promotion index database when searching for location information, based on a keyword transmitted from the user's terminal apparatus browsing a specific web page, and searching for the location information referring to the regular service index database when searching for location information, based on other keywords.

20. (original) The information searching apparatus according to claim 19, wherein said specific web page is a form for award entry, and
said searching unit making the search based on a keyword input to an award entry keyword input field provided on the specific web page.

21. (original) A search method, comprising:
receiving a search request including keyword and a source identifier;
determining whether the source identifier corresponds to a search page for searching unpublished network accessible pages;
searching a published page index using the keyword when the source identifier does not correspond to the search page for searching unpublished network accessible pages; and
searching an unpublished page index and the published page index when the source

identifier corresponds to the search page for searching unpublished network accessible pages.

22. (original) A search method, comprising:

receiving a search request including keyword and a source identifier;

determining whether the source identifier corresponds to a search page for searching unpublished network accessible pages; and

searching an unpublished page index and the published page index when the source identifier corresponds to the search page for searching unpublished network accessible pages.

23. (new) An information searching apparatus comprising:

a database which stores location information about content information including a first web page having an award entry keyword input field, the web page existing on the network and being unpublished on the network;

a searching unit which searches for the location information by referring to the database only when searching for a location of the web page based on a keyword that is transmitted from a user's terminal apparatus browsing a second web page, the second web page including:

a search keyword input field into which the keyword is input, and

an award entry keyword; and

a determining unit which determines whether the award entry keyword has been input to the award entry keyword input field,

wherein the award entry keyword is changed whenever the search keyword input field is transmitted to a user.
